

ORDER



Orders
Order / Rev: 703701 - 1
Alt Order #: 6259113
Product Desc: OBAMA FOR AMERICA
Estimate: 1537
Flight Dates: 10/16/12 - 10/22/12
Original Date / Rev: 07/31/12 / 10/03/12
Order Type: Political

WTLV-TV

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency Name: Greer Margolis Mitchell/ Pol
Buying Contact:
Billing Contact:
 3050 K St NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Obama For America
Demographic: A35+
Product Codes: PL-Presidential
Priority: P-3
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/22/12	87	\$29,310.00	\$24,913.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	87	\$29,310.00	\$24,913.50	0.00
Totals	87	\$29,310.00	\$24,913.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WTLV-TV	28%	\$29,310.00
Market	100%	\$104,678.57

Competitive Share

	Share	Total
CABLE	0%	\$0.00
WAWS	16%	\$16,748.57
WCWJ	0%	\$0.00
WJXT	24%	\$25,122.86
WJXX	8%	\$8,374.29
WTEV	24%	\$25,122.86

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WTLV	10/16/12	10/22/12	4:30a-5a M-F 4:30-5a	CM	4:30a-5a	MTWTF--	:30	5	\$35.00	P-3	0.00	NM	5	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--			5			\$35.00		0.00			
2	WTLV	10/16/12	10/22/12	5a-530a 5a-530a	CM	M-F 5a-530a	MTWTF--	:30	5	\$160.00	P-3	0.00	NM	5	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--			5			\$160.00		0.00			
3	WTLV	10/16/12	10/22/12	530a-6a 530a-6a	CM	530a-6a	MTWTF--	:30	5	\$185.00	P-3	0.00	NM	5	\$925.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--			5			\$185.00		0.00			

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4	WTLV	10/16/12	10/22/12	M-F 6-7a M-F 6-7am	CM	6a-7a (6:00 AM-6:30 AM)	MTWTF--	:30	5	\$375.00	P-3	0.00	NM	5	\$1,875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/16/12	10/22/12	MTWTF--		5			\$375.00			0.00			
5	WTLV	10/16/12	10/22/12	M-F 6-7a M-F 6-7am	CM	6a-7a (6:30 AM-7:00 AM)	MTWTF--	:30	4	\$425.00	P-3	0.00	NM	4	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/16/12	10/22/12	MTWTF--		4			\$425.00			0.00			
6	WTLV	10/16/12	10/22/12	Today Show M-F 7-9am	CM	7a-9a (7:00 AM-8:00 AM)	MTWTF--	:30	5	\$350.00	P-3	0.00	NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/16/12	10/22/12	MTWTF--		5			\$350.00			0.00			
7	WTLV	10/16/12	10/22/12	Today Show M-F 7-9am	CM	7a-9a (8:00 AM-9:00 AM)	MTWTF--	:30	1	\$375.00	P-3	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/16/12	10/22/12	MTWTF--		1			\$375.00			0.00			
8	WTLV	10/16/12	10/22/12	Today Show II M-F 9-10am	CM	9a-10a	MTWTF--	:30	2	\$185.00	P-3	0.00	NM	2	\$370.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/16/12	10/22/12	MTWTF--		2			\$185.00			0.00			
9	WTLV	10/16/12	10/22/12	M-F 10-11a Today Show 3	CM	M-F 10a-11a	MTWTF--	:30	5	\$120.00	P-3	0.00	NM	5	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/16/12	10/22/12	MTWTF--		5			\$120.00			0.00			
10	WTLV	10/16/12	10/22/12	M-F 11a-12p First Coast Living	CM	M-F 11a-12p	MTWTF--	:30	2	\$70.00	P-3	0.00	NM	2	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/16/12	10/22/12	MTWTF--		2			\$70.00			0.00			
11	WTLV	10/16/12	10/22/12	M-F 12-1230p FCN Noon News	CM	M-F 12p-12:30p	MTWTF--	:30	4	\$75.00	P-3	0.00	NM	4	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/16/12	10/22/12	MTWTF--		4			\$75.00			0.00			
12	WTLV	10/16/12	10/22/12	M-F 4-5p Ellen	CM	M-F 4p-5p	MTWTF--	:30	2	\$125.00	P-3	0.00	NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/16/12	10/22/12	MTWTF--		2			\$125.00			0.00			
13	WTLV	10/16/12	10/22/12	M-F 5-530p M-F 5-530pm	CM	M-F 5p-5:30p	MTWTF--	:30	3	\$200.00	P-3	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/16/12	10/22/12	MTWTF--		3			\$200.00			0.00			
14	WTLV	10/16/12	10/22/12	M-F 530-6p M-F 5:30-6pm	CM	M-F 5:30p-6p	MTWTF--	:30	3	\$265.00	P-3	0.00	NM	3	\$795.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/16/12	10/22/12	MTWTF--		3			\$265.00			0.00			
15	WTLV	10/16/12	10/22/12	M-F 6-630p M-F 6-630pm	CM	M-F 6p-6:30p	MTWTF--	:30	2	\$425.00	P-3	0.00	NM	2	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/16/12	10/22/12	MTWTF--		2			\$425.00			0.00			
16	WTLV	10/16/12	10/22/12	NBC Nightly News M-F 630-7pm	CM	M-F 630p-7p	MTWTF--	:30	3	\$550.00	P-3	0.00	NM	3	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/16/12	10/22/12	MTWTF--		3			\$550.00			0.00			
17	WTLV	10/16/12	10/22/12	M-F 7-730p Wheel of Fortune	CM	M-F 7p-7:30p	MTWTF--	:30	5	\$425.00	P-3	0.00	NM	5	\$2,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/16/12	10/22/12	MTWTF--		5			\$425.00			0.00			
18	WTLV	10/16/12	10/22/12	M-F 730-8p Jeopardy	CM	M-F 7:30p-8p	MTWTF--	:30	3	\$525.00	P-3	0.00	NM	3	\$1,575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			

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18	WTLV	10/16/12	10/22/12	M-F 730-8p Jeopardy	CM	M-F 7:30p-8p	MTWTF--	:30	3	\$525.00	P-3	0.00	NM	3	\$1,575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	MTWTF--			3		\$525.00		0.00				
19	WTLV	10/16/12	10/22/12	LN (M-Su) Late News (M-Su)	CM	11-1135p	MTWTFSS	:30	3	\$400.00	P-3	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	MTWTFSS			3		\$400.00		0.00				
20	WTLV	10/16/12	10/22/12	Tonight Show Tonight Show	CM	1135p-1237a	MTWTF--	:30	2	\$140.00	P-3	0.00	NM	2	\$280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	MTWTF--			2		\$140.00		0.00				
21	WTLV	10/16/12	10/22/12	Late Night Late Night w/Jimmy Fallon	CM	1235a-135a	MTWTF--	:30	2	\$80.00	P-3	0.00	NM	2	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	MTWTF--			2		\$80.00		0.00				
22	WTLV	10/20/12	10/20/12	Sat 8-10a Sat 8a-10a	CM	8a-10a	-----S-	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-----S-			1		\$175.00		0.00				
23	WTLV	10/20/12	10/20/12	Sat 6-630p Sat 6-630pm	CM	Sat 6p-6:30p	-----S-	:30	1	\$140.00	P-3	0.00	NM	1	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-----S-			1		\$140.00		0.00				
24	WTLV	10/20/12	10/20/12	Sat 7-730p Wheel of Fortune	CM	Sat 7p-7:30p	-----S-	:30	1	\$125.00	P-3	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-----S-			1		\$125.00		0.00				
25	WTLV	10/20/12	10/20/12	Sat 730-8p Jeopardy	CM	Sat 7:30p-8p	-----S-	:30	1	\$125.00	P-3	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-----S-			1		\$125.00		0.00				
26	WTLV	10/21/12	10/21/12	Meet the Press Sun 9-10a	CM	9a-10a	-----S	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-----S			1		\$300.00		0.00				
27	WTLV	10/21/12	10/21/12	Sun 6-630p Sun 6-630pm	CM	Sun 6p-6:30p	-----S	:30	1	\$140.00	P-3	0.00	NM	1	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-----S			1		\$140.00		0.00				
28	WTLV	10/21/12	10/21/12	Sports Final Late Sun Sports Final Late	CM	Su 12a-1a	-----S	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-----S			1		\$150.00		0.00				
29	WTLV	10/21/12	10/21/12	Sun 12x-1x FCN on Point / Chris Matthews (12:00 XM-12:30 XM)	CM	Sun 12a-1a	-----S	:30	1	\$30.00	P-3	0.00	NM	1	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-----S			1		\$30.00		0.00				
30	WTLV	10/21/12	10/21/12	Sun 12x-1x FCN on Point / Chris Matthews (12:30 XM-1:00 XM)	CM	Sun 12a-1a	-----S	:30	1	\$30.00	P-3	0.00	NM	1	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-----S			1		\$30.00		0.00				
31	WTLV	10/22/12	10/22/12	Mon Prime Other Mon Prime Special 2+ hour	CM	Various (8:00 PM-10:00 PM)	M-----	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	M-----			1		\$900.00		0.00				
32	WTLV	10/22/12	10/22/12	Mon Prime C Mon Prime C	CM	Mon 10p-11p	M-----	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

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32	WTLV	10/22/12	10/22/12	Mon Prime C Mon Prime C	CM	Mon 10p-11p	M-----	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/22/12	10/28/12	M-----		1			\$800.00		0.00				
33	WTLV	10/17/12	10/17/12	Wed Prime C Wed Prime C	CM	Wed 10p-11p	--W----	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/15/12	10/21/12	--W----		1			\$900.00		0.00				
34	WTLV	10/19/12	10/19/12	Fri Prime B Fri Prime B	CM	Fri 9p-10p	----F--	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/15/12	10/21/12	----F--		1			\$500.00		0.00				
35	WTLV	10/21/12	10/21/12	NFL Regular Season Fo NFL Regular Season	CM	NFL Regular Seas	-----S	:30	1	\$2,500.00	P-3	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/15/12	10/21/12	-----S		1			\$2,500.00		0.00				
36	WTLV	10/16/12	10/16/12	Prime Political Program Prime Political Program	CM	Prime Political Pro	-T-----	:30	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/15/12	10/21/12	-T-----		1			\$2,000.00		0.00				
37	WTLV	10/22/12	10/22/12	Prime Political Program Prime Political Program	CM	Prime Political Pro	M-----	:30	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/22/12	10/28/12	M-----		1			\$2,000.00		0.00				
Totals														87	\$29,310.00